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BPA launches business lines

Bonneville Power Administration

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PORTLAND, Ore. - The Bonneville Power Administration today signaled its readiness to do business in the deregulated wholesale electricity market by announcing the selection of three top executives to lead its newly separated Power, Transmission and Energy Services business lines. The selections were made as BPA moves toward completion of a major effort to create a leaner, more efficient organization.

Chief Operating Officer, Sue Hickey announced the selection of:

Walt Pollock: Business Line Manager for the Transmission Business

Steve Hickok: Business Line Manager for the Power Business

Terry Esvelt: Business Line Manager for the Energy Services Business

"These business lines make up the foundation of BPA," Hickey said. "Our entire organization is being engineered to support them. They are designed to succeed under a wide range of possible scenarios in the rapidly-changing, deregulated energy market. We intend to honor our obligations to provide public benefits, and the way to do that is through commercially viable business lines."

The Power Business is responsible for power acquisition and sales, while the Transmission Business provides for the delivery of power. Historically, these two functions have had a great deal of interaction. But earlier this year, BPA took a number of steps to divide transmission and power into functionally separate business lines to comply with new rules issued by the Federal Energy Regulatory Commission. "The selection of a head for each organization affirms that BPA is on target to achieve this separation goal by Oct. 1 of this year," Hickey said.

The Energy Services Business is a new business venture for BPA. Its role is to stimulate a larger marketplace for energy efficiency, help make customers more competitive by providing innovative solutions to their energy needs, and expand business opportunities for BPA's business and utility partners.

Walt Pollock assumes his new job in March of next year when the current transmission vice-president, George Bell, retires. Pollock serves as BPA's liaison to the Comprehensive Review that has been initiated by the four Northwest governors to examine restructuring of the region's electricity system. Pollock came to BPA in 1978 as head of the newly formed conservation section. He has served as head of power sales and, since 1994, as vice-president of marketing, conservation and production. Pollock has

a degree in chemical engineering from the University of Washington.

Steve Hickok came to BPA in 1981 to head the conservation and renewable resources programs. He served as BPA's chief operating officer from 1986 to 1994. Since then he has served as group vice-president for sales and customer service. Hickok graduated from Pomona College in Claremont California with a degree in biochemistry.

Terry Esvelt first joined BPA in its environmental office in 1974. From 1984 to 1986, he served as assistant to the power manager where he worked as a senior policy analyst, an advisor on rates issues and was responsible for long-range power resource planning. From 1986 to 1994, he was BPA's Puget Sound Area Manager. Esvelt has served as vice-president of marketing since 1994. He graduated from Washington State University with a bachelor's degree in economics. He also holds a master's degree in economics from the University of Oregon.

The Bonneville Power Administration, part of the Department of Energy, markets wholesale electricity generated at federal hydroelectric dams located on the Columbia River and its tributaries. BPA owns and operates about 70 percent of the Northwest's high-voltage transmission grid and markets about half of the region's electric power.

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